

AGENDA



Recommendation for Council Action (Purchasing)

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| Austin City Council | Item ID: | | Agenda Number | 43. |
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| Meeting Date: | August 23, 2012 |
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| Department: | Purchasing |
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Subject

Authorize award and execution of a 12-month service requirements agreement with GREAT COMMUNICATE, LLC AND CONCEPT DEVELOPMENT AND PLANNING, LLC, or the other qualified bidder for IFB-BV No. SDC0177, for universal recycling public outreach services for the Austin Resource Recovery Department in an amount not to exceed \$151,923 with five 12-month extension options in an estimated amount not to exceed \$159,519 for a total contract amount not to exceed \$949,518, each and combined.

Amount and Source of Funding

Funding in the amount of \$37,980.75 is available in the Fiscal Year 2011-2012 Operating Budget of the Austin Resource Recovery Department (ARR). Funding for the remaining 3 months of the original contract period and for the extension options is contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

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| Purchasing Language: | Best two evaluated bids. |
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| Prior Council Action: | |
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| For More Information: | Steve Cock, Buyer II, 974-2003 |
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| Boards and Commission Action: | Recommended by the Zero Waste Advisory Commission. |
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| Related Items: | |
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| MBE / WBE: | This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation. |
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Additional Backup Information

This contract with Great Communicate, LLC, Austin, TX and Concept Development and Planning, LLC, Austin, TX is requested to obtain services to inform, educate and instruct organizations in and around Austin about implementing Zero Waste programs and establishing recycling services that comply with the City of Austin's Universal Recycling Ordinance (URO).

The URO (Ord. No. 20101104-018) was adopted on November 4, 2010 and currently requires businesses with 100 or more employees and multi-family residential properties with more than 100 dwelling units to provide on-site recycling services. Effective October 1, 2012, multi-family residential properties of greater than 75 dwelling units and commercial properties of greater than or equal to 100,000 sq. ft. will be required to establish on-site recycling services. In subsequent years, additional premises will be required to provide the same services in annual phases based upon the size of the properties (the number of dwelling units for residential and square footage for commercial).

The contractors will provide a variety of technical assistance and educational services to aid these establishments in their efforts to implement on-site recycling services.

Concept Development & Planning (CD&P)

Related to the scope of this contract, CD&P team members have a broad base of experience promoting behavior change through sustainability programs. In addition, they have experience educating employees (including in Spanish) and tracking and analyzing the results from their efforts. They have previously worked with a wide range of organizations in the Austin area on this type of outreach project.

Great Communicate (GC)

GC's principal has a great deal of experience with environmental outreach programs; including founding the environmental communications program at Dell and helping develop their computer recovery and recycling programs and policies. GC continues to support computer recycling through the Dell Reconnect program and Goodwill affiliates across the country. Under a current contract with Austin Resource Recovery, GC is educating the businesses in the Austin Downtown Recycling and Trash District about the recent switch to single-stream recycling in their alley dumpster service. GC is also under contract with Keep America Beautiful to help promote America Recycles Day.

MBE/WBE solicited: 11/1

MBE/WBE bid: 0/0

BID TABULATION

IFBBV SDC0177

UNIVERSAL RECYCLING PUBLIC OUTREACH SERVICES

(18 Line Items)

| <u>VENDOR</u> | <u>TOTAL BID</u> |
|--|-------------------------|
| Great Communicate, LLC Austin, TX | \$72,003 |
| Concept Development and Planning, LLC Austin, TX | \$79,920 |

Brisa Communications
Austin, TX

\$226,965

This request allows for the execution of a contract with one or more bidders, who provide the best value to the City, that Council selects. If these bidders do not execute a contract with the City, staff will return to Council so that Council may select another best value bidder and authorize a contract with that bidder.

PRICE ANALYSIS

- a. Adequate competition
- b. Three hundred eighty two notices were sent, including 23 MBE and 24 WBE firms. Three bids were received, with no responses from the MBE /WBEs.
- c. This is the first purchase of this type therefore no pricing history is available.

APPROVAL JUSTIFICATION

- a. The recommended bidders submitted the lowest total price offer and earned the highest overall score for the Invitation for Bid Best Value.
- b. The Purchasing Office concurs with Austin Resource Recovery Department's recommended award.
- c. Advertised in the Austin American-Statesman and on the Internet.